



INTERNATIONAL
TRADE
ADMINISTRATION



Market Development Cooperator Program **Grabbing Attention**

Using a \$397,000 MDCP award, the Manufacturing Solutions Center (MSC) set out to promote high-performance apparel abroad.

International trade events attendees were drawn by images of distinctly American attire. The attention helped MSC broker exports of \$26 million over three years, including footwear for NATO military units.

The three-year project was such a success that MSC is continuing its work to promote American apparel worldwide.

trade.gov/mdcp